



Stores Are Closing in Record Numbers



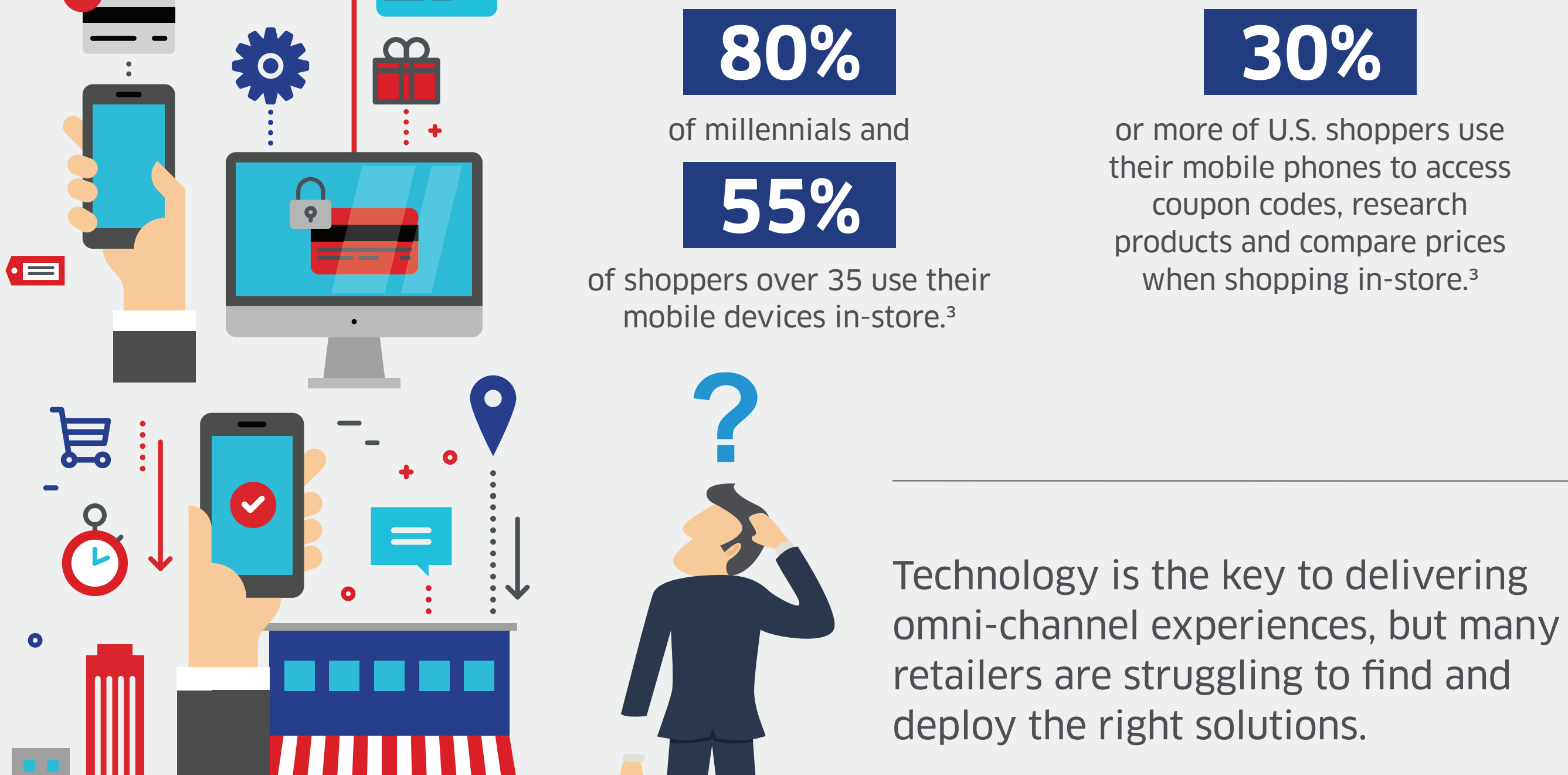
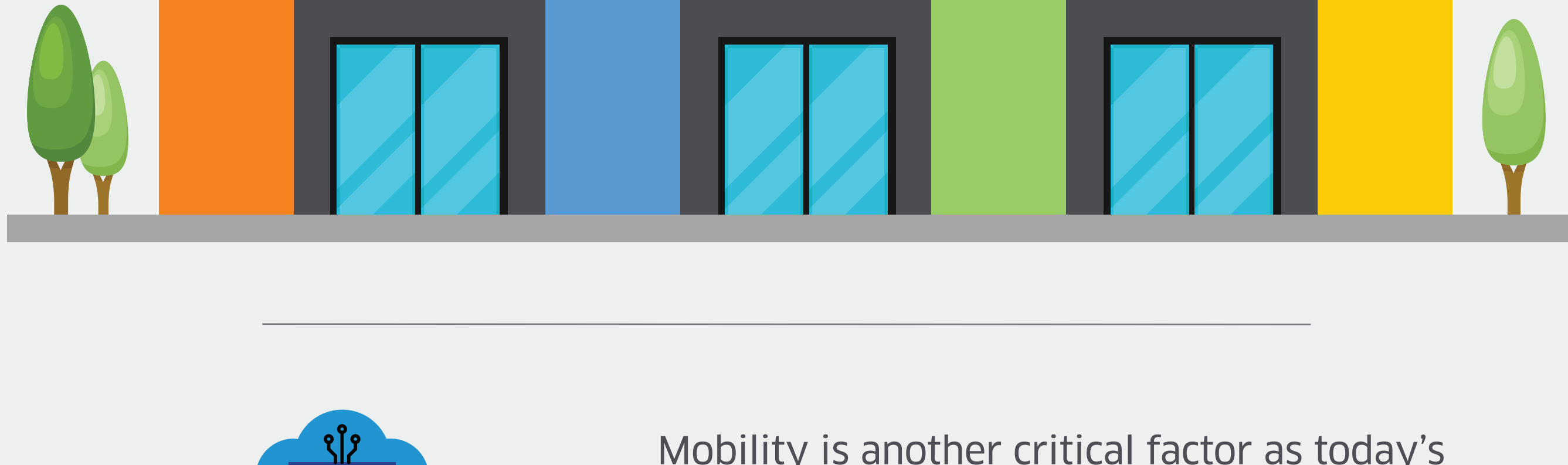
The 3 Ways to Survive & Thrive

Here are three ways retailers should adapt to the Amazon disruption and transform their operations to achieve success.

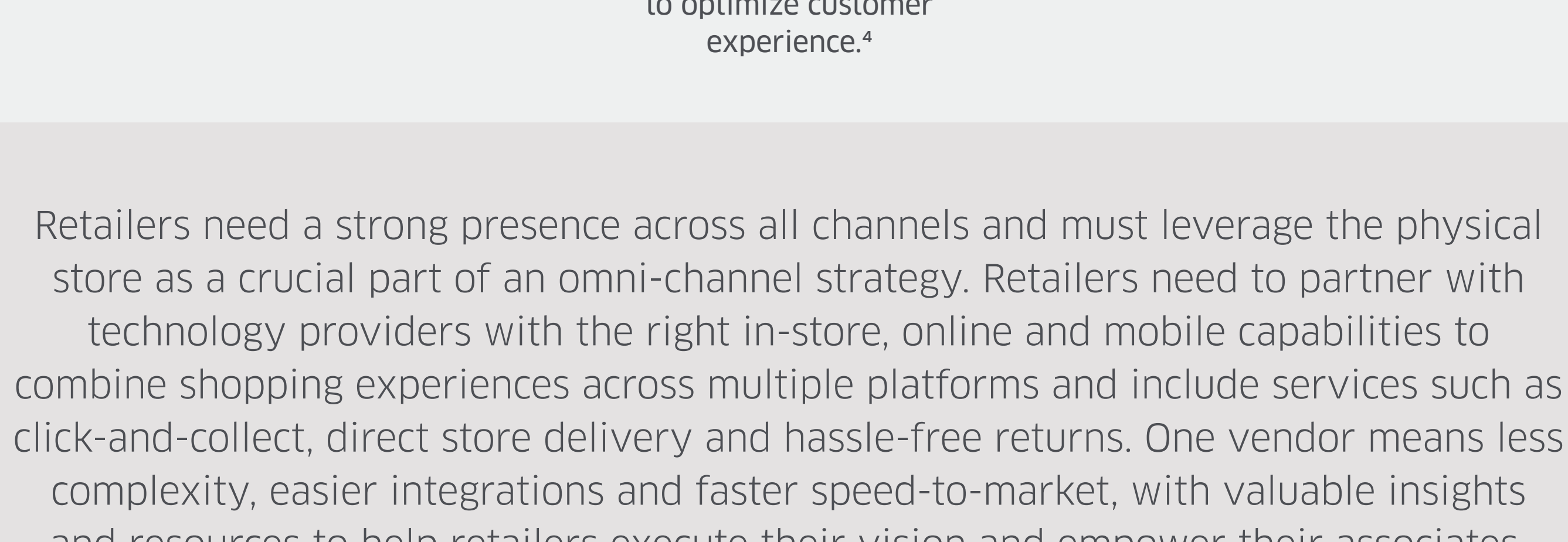
1. Create a Seamless Omni-Channel Customer Experience



Online retailers, such as Amazon, Birchbox, Bonobos and Warby Parker, are moving into traditional brick-and-mortar retail.



Technology is the key to delivering omni-channel experiences, but many retailers are struggling to find and deploy the right solutions.



Retailers need a strong presence across all channels and must leverage the physical store as a crucial part of an omni-channel strategy. Retailers need to partner with technology providers with the right in-store, online and mobile capabilities to combine shopping experiences across multiple platforms and include services such as click-and-collect, direct store delivery and hassle-free returns. One vendor means less complexity, easier integrations and faster speed-to-market, with valuable insights and resources to help retailers execute their vision and empower their associates.

2. Offer Personalized & Immersive In-Store Experiences



To enhance engagement and improve customer service, retailers should empower their store associates with tablet-based POS solutions. These allow staff to look up inventory, recommend products based on purchasing history and offer a personalized, consultative experience that online retailers can't match. Retailers also have endless opportunities to provide their customers with a unique experience that goes beyond the product offering and makes them stay longer at the store. For example, department store Nordstrom has a fully-stocked bar complete with flat screen TVs to watch sports.³

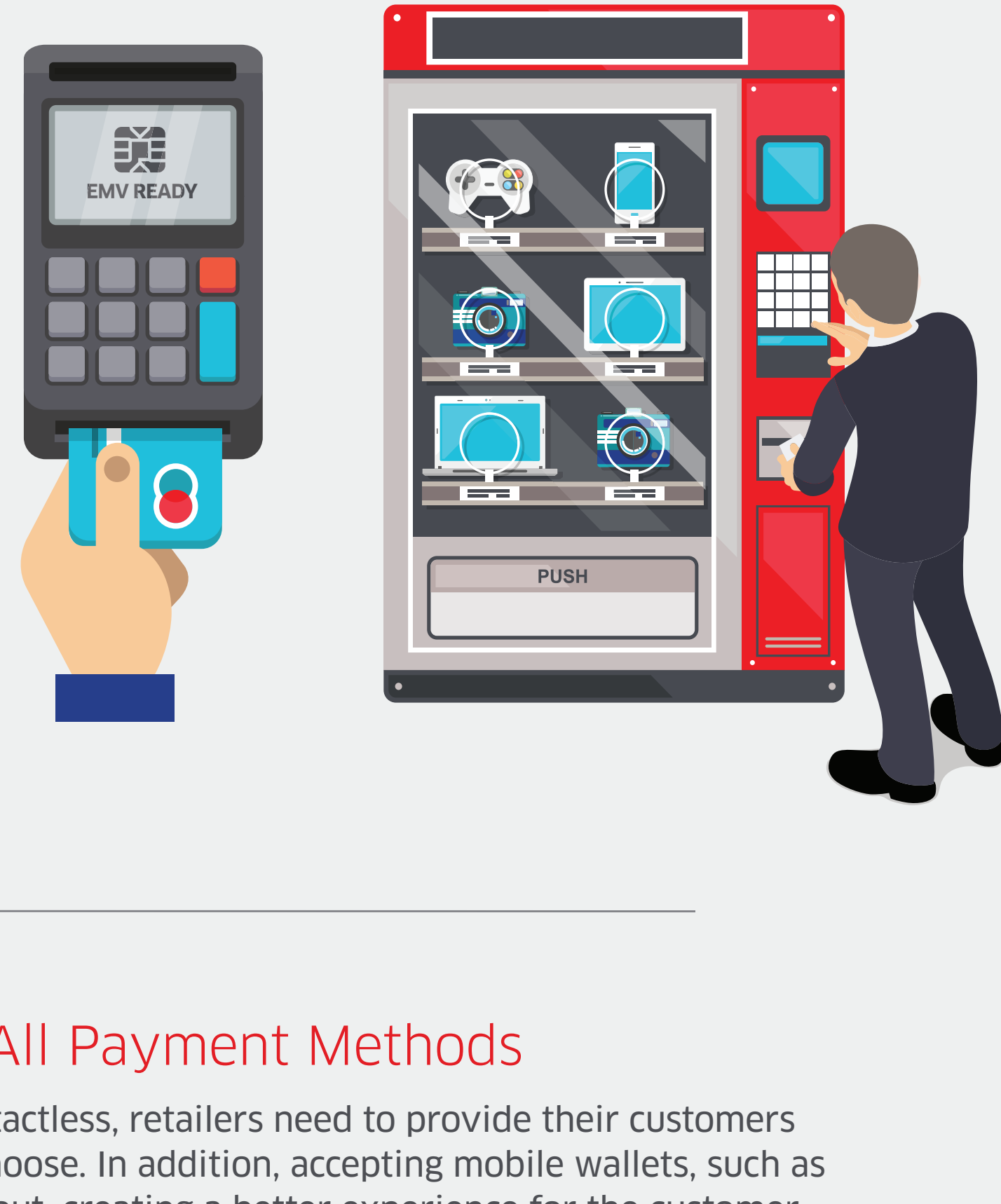
3. Increase Checkout Speed and Convenience, without Compromising Security

A fast, seamless and secure checkout is a critical component of a great in-store experience.



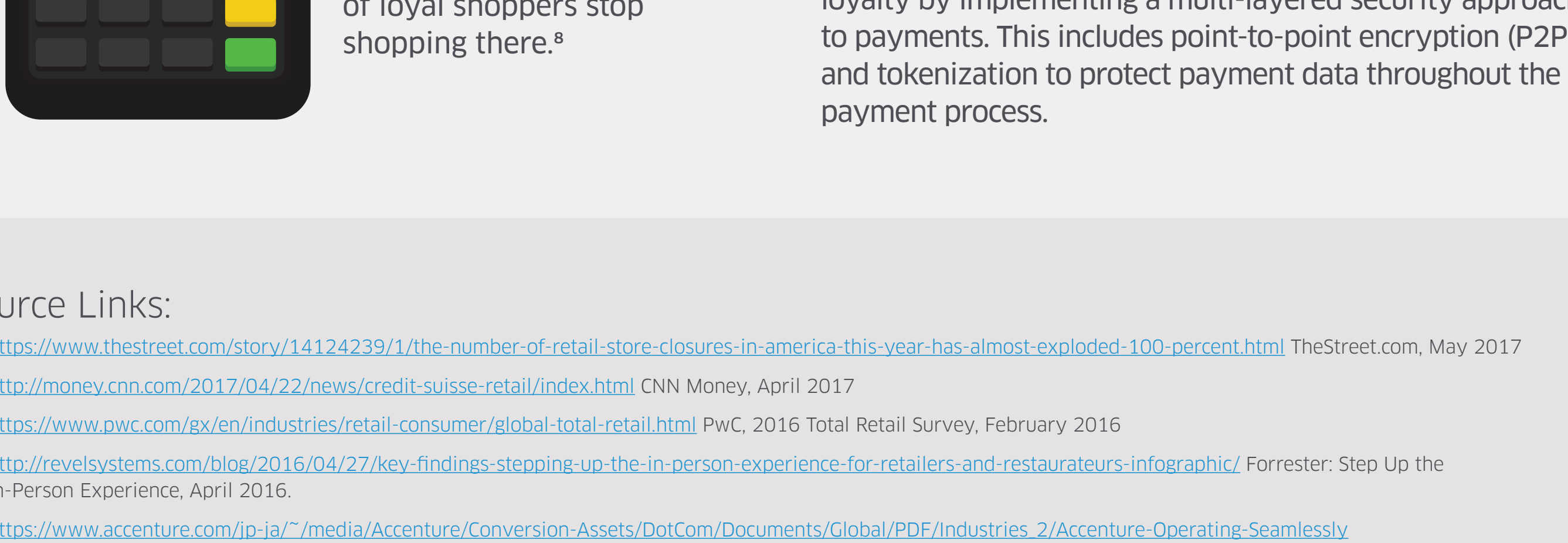
Mobile Point of Sale (mPOS), Fixed Tablet and Unattended Solutions

For line busting and seamless mobile checkouts from anywhere in the store, retailers can leverage the latest mPOS solutions. They can also take advantage of fixed tablet-based solutions that offer a variety of value-added services to merchants, from managing loyalty and rewards programs. In addition, business owners can offer self-service options, such as unattended kiosks, that provide shoppers with the convenience of quickly and easily buying products that don't require a consultative discussion with a store associate.



Acceptance of All Payment Methods

Whether it's EMV, magstripe or NFC/contactless, retailers need to provide their customers with the flexibility to pay any way they choose. In addition, accepting mobile wallets, such as Apple Pay®, increases the speed of checkout, creating a better experience for the customer.



Source Links:
1 <https://www.thestreet.com/story/14124239/1/the-number-of-retail-store-closures-in-america-this-year-has-almost-exploded-100-percent.html> TheStreet.com, May 2017
2 <http://money.cnn.com/2017/04/22/news/credit-suisse-retail/index.html> CNN Money, April 2017
3 <https://www.pwc.com/en/industries/retail-consumer/global-total-retail.html> PwC, 2016 Total Retail Survey, February 2016
4 <http://www.sdl.com/about/news-media/press/2014/90-percent-of-holiday-shoppers-expect-consistent-brand-experiences-across-channels-and-devices-according-to-sdl-survey.html> Oracle, Retail Without Limits, 2016
5 <https://www.accenture.com/ja-jp/media/Accenture/Conversion-Assets/DatCom/Documents/Global/PDF/Industries/2/Accenture-Operating-Seamlessly-Accenture-Operating-Seamlessly-Integrating-Operations-to-Deliver-the-Non-Stop-Customer-Experience-2013>
6 <http://www.oracle.com/us/corporate/analystreports/enterprise-application/whitepaper-oracle-retail-2492648.pdf> Oracle, Retail Without Limits, 2016
7 <http://www.sdl.com/about/news-media/press/2014/90-percent-of-holiday-shoppers-expect-consistent-brand-experiences-across-channels-and-devices-according-to-sdl-survey.html> Oracle, Retail Without Limits, 2016
8 <http://www.prnewswire.com/news-releases/interactions-finds-45-percent-of-shoppers-dont-trust-retailers-to-keep-information-safe-265365821.html> Interactions, "Retail's Reality" Shopping Behavior After Security Breaches.